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1. A method of enhancing the uptake of pigment by fish to induce a change in the pigmentation of the flesh, said method comprising the step of feeding fish with a feed containing pigment and cholesterol, wherein the cholesterol added to the range of 0.1-5% of the total pellet weight.
2. A method as claimed in claim 1 wherein the feed contains pigment and 0.1-5% cholesterol in the total feed.
3. A method as claimed in claim 1 wherein cholesterol comprises between 1-4% of the feed.
4. A method as claimed in claim 1 wherein cholesterol comprises between 1-3% of the feed.
5. Use of a fish feed containing pigment in the colouration of fish flesh wherein the feed also contains cholesterol at a level of between 0.1-5% of the total feed.
6. Use of a fish feed as claimed in claim 5 wherein cholesterol comprises 1-4% of the feed.
7. Use of a fish feed as claimed in claim 5 wherein cholesterol comprises 1-3% of the feed.

Sub 8.

Use of a fish feed as claimed in claims 5 to 7 in the feeding of Atlantic salmon, rainbow trout, tropical fish or any other fish species where the colour of the flesh is important, to effect a change in flesh colour.

7 9. The use of cholesterol in a fish feed, to  
8 enhance the uptake of pigment to effect an  
9 alteration in the colour of the fish flesh,  
10 wherein the level of cholesterol is between  
11 0.1-5% of the total weight of the feed.

Ad 12

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[illegible]